

AMENDMENT OF THE SPECIFICATION:

Please amend paragraphs 0008, 0013 and 0045 as follows:

(Currently Amended) SUMMARY OF THE INVENTION

[0008] The current invention avoids problems inherent in currently available systems and methods for using the Internet for the marketing, advertising, and promotion of products sold through resellers within distribution systems.

(Currently Amended) ~~SUMMARY OF INVENTION~~

[0013] In one embodiment of the system of the current invention, the system comprises a means for running a structured computer program through a website by a buyer via a network. It has a means for the structured computer program to access a product database, display a list of products from the product database to the buyer, and received a product selection from the buyer. It has a means for the structured computer program to display a buyer information entry screen to the buyer and receive buyer information from the buyer. It has a memory means for storing the product selection and the buyer information from the buyer. It has a means for the structured computer program to access a reseller database and select a reseller based on the product selection and the buyer information and to access a discount database and select a discount based on the product selection. Finally, it has a means for the structured computer program to communicate the reseller and discount to the buyer.

[0045] (Currently Amended) Based on the product and zip code in memory 140, the structured computer program 130 selects a reseller from a reseller database 170. The reseller database 170 contains a list of the names and locations of all of the resellers that sell the products in the product database 160. The structured computer program 130 selects the reseller ~~or resellers~~ that sells the product in memory 140 selected by the buyer 100 and that has the territory that includes, or is ~~are~~ located closest to, the buyer 100 based on the zip code in memory 140 entered by the buyer.